

MICHAEL BEST
& FRIEDRICH, LLP
Attorneys at Law



COPY OF PAPERS
ORIGINALLY FILED

100 East Wisconsin Avenue
Milwaukee, Wisconsin 53202-4108
FAX (414) 277-0656
Telephone (414) 271-6560

Offices in:
Madison, Wisconsin
Manitowoc, Wisconsin
Chicago, Illinois
(Michael Best & Friedrich LLC)

Author: Gerald L. Fellows
Writer's Direct Line: 414-225-8265
Email: glfellows@mbf-law.com

Member: Lex Mundi,
A Global Network of more than
150 Independent Firms
www.mbf-law.com

February 13, 2002

Assistant Commissioner for Patents
Office of Initial Patent Examination's Customer Service Center
Washington, D.C. 20231

RECEIVED

APR 25 2002

Technology Center 2100

Re: Application Serial No. 09/976,677 filed October 12, 2001
Applicants: Michael Saveliev and James R. Schuster
Title: "Method and Apparatus for Advertising Adjacent to a Beverage Dispenser
to Facilitate Advertising Income Device Placement in High Traffic Venues"
Our Docket No.: 85455-9017-00

RECEIVED

APR 02 2002

GROUP 3600

Dear Sir:

We received the Filing Receipt (copy enclosed) for the above-referenced application. The correct title of the application is "Method and Apparatus for Advertising Adjacent to a Beverage Dispenser to Facilitate Advertising Income Device Placement in High Traffic Venues," as indicated on the first page of the specification of the application (also enclosed.) The words "traffic venues" are missing from the title on the Filing Receipt. Please issue a corrected Filing Receipt adding the words "traffic venues" to the title as indicated. Please contact me if you have any questions regarding this matter. Thank you.

Yours very truly,

Christopher B. Austin

Enclosure

COPY OF PAPERS
ORIGINALLY FILED

UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/976,677	10/12/2001	3681	0.00	085455-9017-00 US 3		42	4

23409
MICHAEL BEST & FRIEDRICH, LLP
100 E WISCONSIN AVENUE
MILWAUKEE, WI 53202RECEIVED
MICHAEL BEST & FRIEDRICH, LLP

NOV 19 2001

DOCKETING
MILWAUKEE, WI

CONFIRMATION NO. 1067

FILING RECEIPT



OC000000007059055

Date Mailed: 11/13/2001

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Michael Saveliev, Huntington Beach, CA;
James R. Schuster, Las Flores, CA;

RECEIVED

APR 25 2002

Technology Center 2100

RECEIVED
APR 02 2002
GROUP 3600

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted 11/13/2001

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

Title

Method and apparatus for advertising adjacent to a beverage dispenser to facilitate advertising income device placement in high traffic venues

Preliminary Class

192



UNITED STATES PATENT AND TRADEMARK OFFICE

FILE COPY

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov



Bib Data Sheet

CONFIRMATION NO. 1067

SERIAL NUMBER 09/976,677	FILING DATE 10/12/2001 RULE	CLASS 192	GROUP ART UNIT 3681	ATTORNEY DOCKET NO. 085455-9017-00
APPLICANTS Michael Saveliev, Huntington Beach, CA; James R. Schuster, Las Flores, CA;				
** CONTINUING DATA *****				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 11/13/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and Acknowledged _____ Examiner's Signature Initials		STATE OR COUNTRY CA	SHEETS DRAWING 3	TOTAL CLAIMS 42
				INDEPENDENT CLAIMS 4
ADDRESS 23409				
TITLE Method and apparatus for advertising adjacent to a beverage dispenser to facilitate advertising income device placement in high traffic venues				
FILING FEE RECEIVED 1350	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	

RECEIVED
APR 02 2002
GROUP 3600



COPY OF PAPERS
ORIGINALLY FILED

METHOD AND APPARATUS FOR ADVERTISING ADJACENT TO A BEVERAGE
DISPENSER TO FACILITATE ADVERTISING INCOME DEVICE PLACEMENT IN HIGH
TRAFFIC VENUES

Field of the Invention

The present invention relates to beverage dispensers, and more particularly to methods and apparatuses for advertising adjacent to the beverage dispenser to facilitate advertising revenue from placement of the devices at high visibility, high traffic venues or retail establishments.

RECEIVED
APR 25 2002
Technology Center 2100

RECEIVED
APR 02 2002
GROUP 3600

Background of the Invention

The beverage industry spends billions of dollars each year marketing a large assortment of products, including beer, wine, liquor, soft-drinks, water, sports drinks, juices, etc. For beer and soft-drink producers, television advertisements are the cornerstone of the advertising campaigns. Large amounts of time and money are spent creating advertisements that appeal to consumers. These advertisements are often humorous, glamorous, or otherwise appealing and are enjoyed and talked about by viewers worldwide. Producers of such advertisements also spend enormous amounts of money to purchase television air time needed to show the advertisements during key time slots. Beer and soft-drink advertisements are prevalent during televised sporting events and concerts, and target viewers who are likely to attend such events. Beer and soft-drink advertisers also often advertise products in other public venues such as restaurants, bars, festivals, parties, and the like.

Competition for these public venues is fierce among beverage producers, each wanting their product to be the only product available to the public in a given venue. In addition to simply selling their beverage product to the consumers at these venues, producers also recognize that the venues provide a good atmosphere for marketing their product. Based on the type of event being held at the venue, the producers know which demographic groups of consumers will